Signage

• Targeted education message
  – Provides an educational message/park rules without the presence of park staff (Marion & Reid, 2007)
  – Align interests of management and users

• Proper placement is key
  – Trailhead signage not effective for depreciative behaviors, particularly with repeat users (Guo et al., 2017; Kidd et al., 2015)

• Disconnect on language – make it as effective as possible
South Mountain Park Study

- Test practical management strategy
  - Research-informed additive treatments
  - Record social trail usage and resilience of treatments
- Resistant social trail in urban mountain preserve, 3.5m
  - 16,000 acres, surrounded by users, many repeat locals
  - Popular, accessible trail with variety of new/regular users
- Research gap on site management techniques
  - Locked up in practitioner experience
  - Many studies have focused on signage (Hockett et al., 2017)
- Research gap on large urban parks (Alberti et al., 2003; Mora-Bourgeois, 2006)
Focus Theory of Normative Conduct

- Injunctive-Proscriptive wording: tell visitors what they should not do (proscriptive) instead of what they should do (prescriptive) – focus
- Petrified Wood National Park – 1 out of every 20 visitors stealing wood, down to 1 out of every 60 (Cialdini et al., 2006)
Attribute Theory

• Your footsteps – 40% reduction with vs. 20% reduction without, St. Lawrence Island National Park (Canada) (Bradford & McIntyre, 2007)

• Cause visitors to make the connection between their own behaviors and depreciative impacts

Even one person can prevent recovery. Help us protect our mountain preserves.

• Your footsteps – 40% reduction with vs. 20% reduction without, St. Lawrence Island National Park (Canada) (Bradford & McIntyre, 2007)
Theory of Planned Behavior

- Attitude toward a behavior largely determines a person’s behavioral intentions -- behavioral effects, control, and norms (Ajzen, 1991)

Even one person can prevent recovery. Help us protect our mountain preserves.

- Builds on attribution message

- 10-20% increase in compliance, Yellagonga Regional Park (Australia) (Hughes, Ham, & Brown, 2009)
75.4% observed usage